



Sales & Marketing Associate

About us:

MagBio Genomics Inc. is a growing life science company focusing on developing and commercializing magnetic bead-based kits and reagents for the NGS workflow as well as liquid biopsy sample collection and processing products.

We are currently looking to recruit a Sales Associate to assist our Sales & Marketing Manager. This is an exceptional & multifunctional opportunity to join an exciting team that is known for its innovative and growth-oriented vision.

Job Description:

The Sales & Marketing Associate will be responsible for multiple tasks related to Sales & Marketing – Lead generation, Sales Record maintenance, Cold Calls, Email Campaigns, Sales Report Generation, Customer Nurturing, Quote Generation etc. The incumbent will be working closely with our Sales & Marketing Manager achieve company goals.

This is a full-time position (40 Hours / Week). Working hours are 8:30 AM to 5:30 PM, Monday to Friday.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities of the employee.

Experience Required:

Mandatory qualifications:

- Bachelor's degree/Associate degree in Biology, Molecular biology, Biotechnology, Microbiology, or closely related field.
- 2-3 years' experience of working as a Sales OR Marketing Associate
- Experience with lead generation, email campaign marketing and customer outreach
- Excellent verbal and written communication skills
- Authorization to work in the United States

Preferred Qualifications:

- Master's degree in Biology/Biotechnology, or closely related field with 1-3 years of experience in a laboratory environment.
- Knowledge in sample preparation techniques (DNA or RNA extraction, PCR, qPCR, aseptic techniques)
- Knowledge about magnetic beads-based / SPRI technology and related application

Responsibilities:

- The Sales & Marketing Associate will be responsible for actively engaging new and established customers to generate revenue for goods and services throughout the US. In order to be successful in this role, the Sales & Marketing Associate must possess a sound technical product knowledge, a solution-based commercial sales acumen, and a dynamic outgoing personality.
- Meet and exceed monthly, quarterly, and yearly sales revenue goals.
- Approaching potential customers via different approaches, including telephone, email etc.
- Partner with Sales & Marketing manager to execute sales plans and meet set targets
- Qualify sales leads. Determine if customer has budget, authority and need.
- Combat and overcome objections by leveraging product knowledge and value-added selling techniques
- Maintain active sales funnel by actively updating projected close dates and probabilities based on customer evidence
- Actively promote MB products and services in a manner that best represents the organization
- Handle and prioritize incoming customer phone calls and emails.
- Providing products and technical expertise to existing and potential customers
- Maintain Sales Lists & Records + Manage CRM and customer nurturing
- Work with the Sales & Marketing Manager to generate Monthly & Quarterly Sales Reports
- Apply broad range of selling concepts and techniques to anticipate and resolve complex issues.

Talent / Competencies:

- Critical thinker who can analyze data and respond quickly to manage multiple roles.
- Ability to manage and complete projects as assigned.
- Strong organizational skills.
- Collaborative, but can also work independently with a high level of initiative and confidence.

Benefits:

- ❖ Healthcare (Vision & Dental Included)
- ❖ Sick Time Off
- ❖ Paid Vacation Hours
- ❖ 401K

Job Type: Full Time

Start Date: TBD

COVID-19 Considerations:

- Social Distancing maintained whenever possible in the office & laboratory.
- All employees required to wear a mask.
- New hire is required to be vaccinated OR register to be vaccinated after joining.